



## *The Communique*

Texas State Organization of The Delta Kappa Gamma Society International

“Leading Women Educators, Impacting Educators Worldwide”

Spring, Issue 3

### *About this Issue*

This issue marks the third edition we have produced this year. We hope you are getting them and finding some useful information you can use. If your Chapter President is forwarding them to you, please send your email, chapter and area to me so I can add you to the list. This newsletter is designed with Chapter Editors in mind. But . . . . .

We don't want to be the only ones contributing, so we would **LOVE** to share your ideas and suggestions. Send them to Dr. Barbara Derrick at [communicationsptso@gmail.com](mailto:communicationsptso@gmail.com) or [BLSDDerrick@aol.com](mailto:BLSDDerrick@aol.com) Committee Chair.

Thank you for the work you do to spread communication among your chapter. We know how much time it takes and we applaud you for your efforts!

Happy Reading,

*Barbara*

### *The Importance of a Newsletter*

♥ Why It Matters A newsletter should do more than share information — it should connect, inspire, and engage. For Delta Kappa Gamma Society International, an effective newsletter strengthens professional bonds, increases participation, and celebrates the work of outstanding women educators. When designed intentionally, your newsletter becomes a tool for connection — not just communication.

## *Monthly Ideas for Chapter Editors*

Each issue the Communications and Publicity Committee will feature an idea (or more) to try and include in your next chapter newsletter/s. We hope these ideas will spice things up and add some fresh ideas to your already tried and true information.

We would love to feature YOUR ideas and the things your members especially enjoy. Send ideas to Dr. Barbara Derrick, TSO Chair, [Communicationsptso@gmail.com](mailto:Communicationsptso@gmail.com).

### *Newsletter Idea #1*

#### **“Guess the Member”**

Looking for a way to encourage members to read your newsletter more carefully? Try turning your Member Spotlight into a fun guessing game.

Instead of revealing the member right away, include 4–5 clues about a chapter member such as years in DKG, teaching background, hobbies, or a fun fact. Ask members to guess who it is and submit their answer by email or bring their guess to the next meeting.

Reveal the answer in the next newsletter or during the meeting. This simple activity adds a little mystery and encourages members to read the entire newsletter while still highlighting the wonderful members in your chapter.”

### *Newsletter Idea #2*

It might be simple, but putting your minutes and treasure report in your newsletter is a great way to cut down on printing. It also speeds up your meeting as members can read beforehand and come prepared with any corrections or questions saving valuable time for your program and/or project. And don't forget fellowship!

### *Newsletter Idea #3*

Another item to include in your newsletters are Messages from State President Dr. Stacey Arnold and/or your Area Coordinator. Each has so much to share with the membership. Your Chapter President gets updates from them each month by way of the *Dream Weaver* Newsletter spearheaded by Corresponding Secretary Janie Wigley. If you have not seen one, ask your president. The last issue had information on the upcoming Regional Conferences. Help spread the word so all members know this important information.

### *Suggested Item #1 ~ Using Photographs*

When I took over the editor's position of my chapter newsletter, I didn't have a clue how to go about it. I was given a template for the layout of the newsletter that had been developed by the previous editor, and that was extremely helpful, but it did not include pictures.

I've always thought pictures are an important part of the newsletter. Since I've continued to use the original template I inherited, I had to figure out for myself how to insert pictures. Through trial and error, I've developed some methods that others new to the job may find useful.

A fellow chapter member suggested I use the **Snipping Tool** on my computer to copy the photographs I've taken and paste them into the newsletter rather than inserting them directly. This makes it easier for me to move the photos or change their size. I was still having issues getting the pictures the size I desired and getting them exactly where I wanted them in the newsletter until I started using text boxes.

Now, I just insert a picture or several pictures into a **text box** and add a caption. Using text boxes also makes it easier to change the size of a picture without compromising its quality. I can move the pictures around by simply moving the text boxes, which I've personally find much easier to do accurately than moving the pictures individually.

Whether you decide to develop your newsletter format yourself or use one of the many templates available online, please do include pictures in the finished product! They will make your newsletter more appealing to the eye and draw in your readers. Not to mention it will save you having to write a thousand words!

### *Suggested Item #2 ~ Using Surveys*

Mu Epsilon, has used interest surveys at the beginning and end of the year to gather ideas for meetings and programs for the following year. Sometimes the board comes up with ideas to present to the chapter and at other times we ask for ideas from anyone. There are so many ways to facilitate good responses. Depending on the tech savviness of your chapter you could find electronic ways to gain the information or stick with traditional methods.

To increase survey responses, try a mix of clear communication, easy access, and gentle reminders. Here are practical strategies you can use:

- **Keep it short and purposeful:** Limit the survey to 5–7 quick questions and state how responses will be used.
- **Offer multiple formats:** Provide both a short online form (e.g., Google Forms) and a printable/emailed version for those less comfortable with tech.

- **Share a deadline and reminders:** Give a clear due date and send 1–2 polite reminders (one mid-window, one two days before the deadline).
- **Highlight benefits:** Explain how member ideas directly influence meeting topics and why their voice matters.
- **Use personal appeals:** Ask chapter leaders or trusted members to personally invite peers to respond (a quick phone call or short, personalized email increases replies).
- **Provide examples:** List a few program ideas (chair yoga, flower arrangements, cookie decorating, local research) so members see the kinds of options you're seeking.
- **Create a small incentive:** Offer a modest token (e.g., raffle entry for a gift card or a donated item) or recognition at a meeting for those who complete the survey.
- **Make completion easy at meetings:** Set aside 5–10 minutes during a gathering for members to fill it out on the spot.
- **Share results and follow up:** After collecting responses, summarize the findings and show how you'll use them—members are more likely to respond if they see impact.
- **Ensure confidentiality if needed:** If some topics are personal, reassure respondents how their answers will be handled.

### *Save the Date!*

You are invited to attend the Communications and Publicity breakout session at the Regional Conferences on June 20<sup>th</sup>. The breakout session will be filled with lots of great ideas as we, *"Dream, one story at a time."*

This Newsletter Editor Session is designed to inspire and support those who create and contribute to chapter newsletters.

If you serve as a newsletter editor—or have ever thought about stepping into the role—we invite you to attend our upcoming session. This session is designed to support both experienced editors and those who are just getting started.

During the session, we will explore:

- Creative ways to make newsletters engaging and reader-friendly
- Tips for organizing content and meeting deadlines
- Ideas for highlighting member achievements and chapter activities
- Simple design strategies to make your newsletter shine

- Opportunities to share ideas with other editors

Whether your newsletter is printed, emailed, or shared digitally, this session will provide practical ideas you can use right away. Most importantly, it's a chance to connect with other editors, and learn new strategies, as we celebrate the important role newsletters play in keeping our chapters informed and connected.

*Finally,*

Thank you for reading our *Edition*. Don't forget to send us your ideas. Thanks for spreading communication to your chapter and letting people know about DKG through your publicity efforts!